**Summative Image Analysis**

**"How are visual devices used to persuade the readers to sign up to the nursing profession?"**

Visual devices, such as provocative language and colour theory, are utilized to evoke gendered stereotypes in the unconventional direction of persuading men (the targeted audience) to work in an a typical work field for men.

Imagery is one of the main focuses of the advertisement, depicting the target audience of the advertisement with great clarity and purpose clearly, as to be understood from a glance. A line of diverse men standing proudly with nurses’ uniforms all smiling and radiating confidence, which is exacalibrated by the use of the individuals’ full names underneath them.

Furthermore, many of the men are visually shown alongside objects depicting stereotypically “manly” hobbies, convincing the reader that a career in nursing would not exclude or ostracize a man from these manly activities. These features, alongside the exuberant use of red backdropping the men, portray the nursing profession as a manly career to be proud of.

The use of text, however, pushes this advertisement further, making it far more persuading and effective. The focal point of the text is the sentence, “Are you man enough to be a nurse?” Gendered stereotypes are employed once more as a critique of the reader. “You” being a direct advessement of the reader and placing them on the spot, forcing them to consider and evaluate themselves and the meaning of the advertisement at the same time. Typically, men are desperate to prove themselves as “man enough, a pressure usually placed on young boys from childhood. The exploitation of this desire, specifically towards a profession sometimes deemed more feminine, is an extremely interesting use of pathos. The expectation of “man enough” is contrasted by the bold red “be a nurse” placing the phrase “be a nurse” at a higher importance it is depicted with red, an eye-catching colour which represents power, strength, and passion. Additionally, the phrases “career,” “intellectual opportunity”, and “intelligence, courage, skill” are highlighted in a similar manner alongside “be a nurse”, further reinforcing the connotations of strength and power in the advertisement.

The implementation of these visual devices and the use of gender stereotypes enhance the advertisement and effectively persuade the target audience to consider the nursing profession despite the ingrained counteractive gendered stereotypes.